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Christina Noyes Talks Creating a Franchise on Founders Guide Post Podcast

Spencer Fane attorney Christina Noyes was a recent guest on the Founders Guide Post Podcast, an AXIOM Founders Family Office production centered on exit planning for business owners. In her episode, Christina explored steps and strategies for turning a successful business into a thriving franchise.

"Almost any business model can be franchised," she said. "And really, the [questions here are] is this the type of business that can survive by somebody else operating it? Can you train somebody, can a founder find somebody who has the same enthusiasm that they do for this product, for this method of service, and then operate the business in a different location?"

Throughout her chat with host Armando Roman, Christina outlined the necessary legal and financial steps for creating a franchise, including what's required for scaling across multiple states and internationally. Topics included franchise agreements, intellectual property protection, financial disclosures, and how to attract the right franchisees.

At the firm, Christina represents franchisors and franchisees in franchise, corporate, and intellectual property law. She provides adept counsel at every stage of business development while proactively anticipating and resolving potential disputes to maximize profitability and growth.

Listen to Christina's full episode here.